

DEFINING YOUR IDEAL FOLLOWER

Think of your target market as a person.

WHAT'S YOUR IDEAL FOLLOWER) LIKE?

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How old are they?

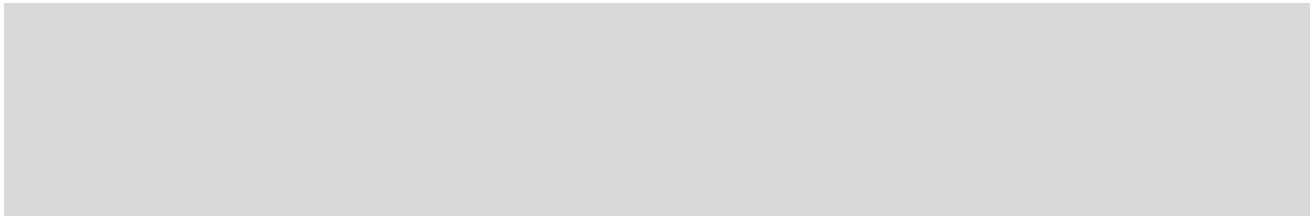
What gender are they?

What are their hobbies/interests?

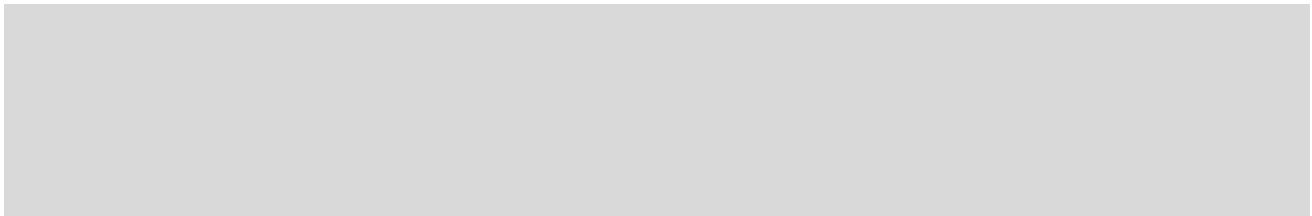
Where do they live? Is their geographical location important to you/your business?

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Which accounts within your niche do they follow?



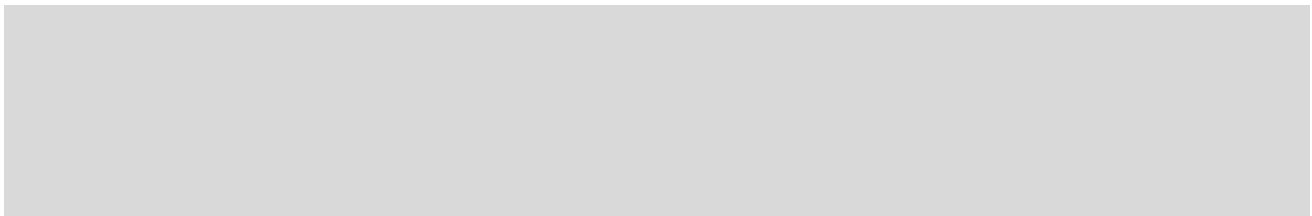
What hashtags describe them? *(If you can't think of hashtags that describe them, try and think of adjectives that describe your ideal follower)*



WHAT MOTIVATES YOUR IDEAL FOLLOWER?

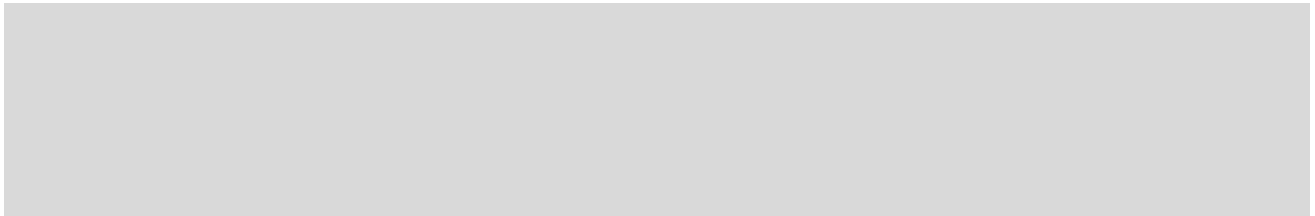
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What do they want to achieve? What are their desires (related to your focus)?



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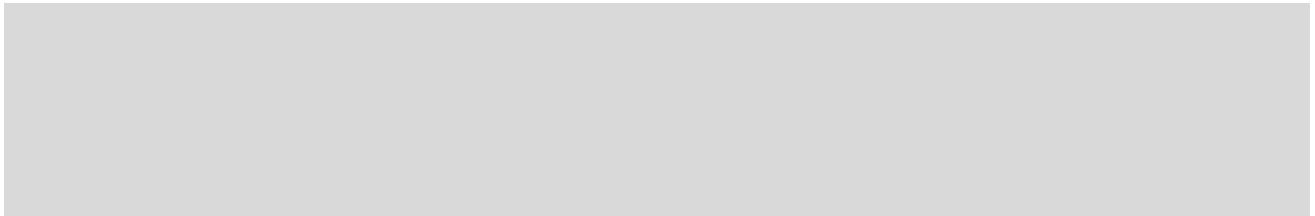
What do they struggle with? What problems do they have?



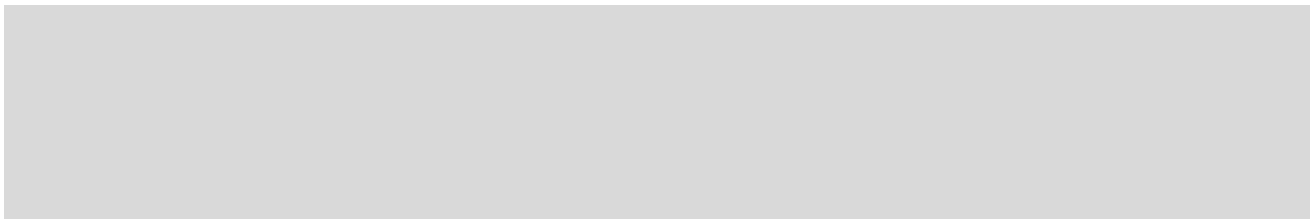
HOW CAN YOU HELP THEM?

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Why did you create this offer?



What's unique about your offer / your approach / your product?



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Why do you feel passionate about helping others / sharing your content / products?

If you're completely new to this (or don't know what you're going to be offering), text or email 3-5 people close to you and ask them what they find unique about you (just say you're participating in a program and this is one of the exercises).

DEFINING YOUR COMPETITION

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What accounts in your niche (accounts that attract the same or a similar target market as you) would you say are your "competition" (they offer something similar to what you're offering/doing)?

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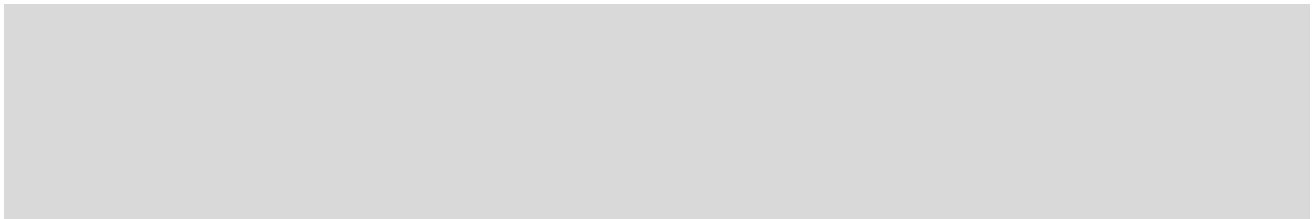
Who are some of the influencers (accounts with a large following) within your niche?



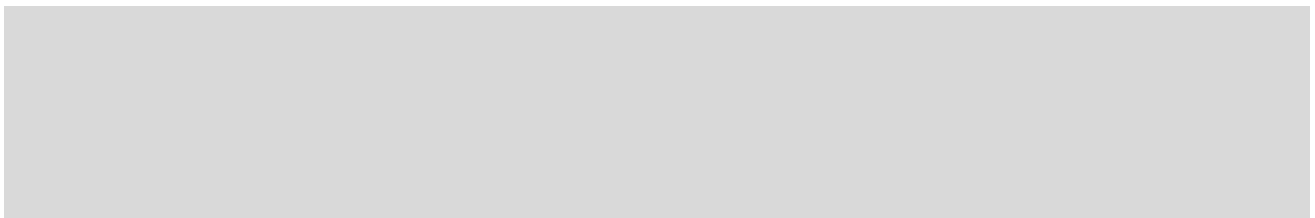
ANALYZING YOUR COMPETITION

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What hashtags do they use?



What's their style (look at their theme, their posts, the language they use)?



What do you like about them? What don't you like?

